

turn

From the Bureau of Business Practice

A Special Report to Top-Level Executives

HOW TO INCREASE OFFICE EFFICIENCY AND CUT COSTS
(88 new ways to effect tighter
control over office overhead)

Here is the long-awaited study that details in full the management systems, procedures, and techniques now being used by the most prominent growth companies in America.

Dear Sir:

Recently we released a Report that set off an unprecedented flurry of activity in business offices throughout America. It presented some startling new facts that show how certain office practices can be easily revamped to effect phenomenal savings:

This exclusive new study maps out an amazingly simple course of action that slashes office costs in spectacular fashion -- without investing a single penny in extra equipment.

A new enlarged edition of this Report is now off the press. To get your free copy, simply mail the enclosed card. It comes to you entirely without cost with a trial subscription to our exciting new "EXECUTIVE'S BULLETIN."

In it you will find 88 easily applied methods to effectively cut office overhead. Here are 9 good reasons why this extraordinary report will be of immediate use to every office executive faced with today's rising costs:

1. It plugs the enormous profit drain caused by outmoded office procedures, forms, record keeping, mailing procedures, paperwork and control of supplies - shows how you can drastically cut costs in all of these areas.
2. Its 9-point program for making more effective use of employees' time is a veritable gold mine of ideas. It tells how to save time and energy, how to improve dictation 8 ways, and gives you a 25-point check list for rating and improving job skills.
3. It presents simple, easily made changes in office layout that result in better work and lower costs all around. Gives 5 basic principles every office executive should utilize for improving work sequences.
4. How long should a job take? Here are 6 basic techniques for measuring work - if you apply them as directed you'll promptly know which stenographer, typist, or other employee is doing her job right, which one isn't.
5. One way to keep clerical costs within bounds is to increase the productivity of your white-collar people, and 5 ways to do it will be found in the Report. These are hot and get immediate action!

6. Most letters reeled off on a dictating machine can stand improvement. Here's an idea that shows how to produce better letters with a minimum of dictation - and at a far lower cost. (One company claims to be saving \$75,000 a year with this one idea alone!)
7. It presents 5 work distribution charts that will help you get things done right and on time. They show you what activities take the most time - reveal misdirected effort - tell how to keep work flowing smoothly.
8. It explains a unique system that tells you whether employee skills are being properly utilized - whether jobs are being spread too thin - whether work is being distributed evenly - whether anyone is doing too many unrelated tasks.
9. Even with a good company training program, the bulk of the training still falls on your shoulders. There are 7 things you can do to avoid training failures and make your instructions "take." The Report spotlights each one in full detail.

All of the above cost-cutting techniques are explained in this first-of-its-kind report - straight from the offices of hundreds of leading companies throughout America. It represents the greatest single line-up of profit-saving facts ever to be compressed into 32 pages.

How to Get Your
Copy of the Report

Simply sign and return the enclosed Request Card. The special report, "HOW TO INCREASE OFFICE EFFICIENCY AND CUT COSTS," will come to you without cost with an introductory subscription to the great new "EXECUTIVE'S BULLETIN."

A Word About Executive's Bulletin

EXECUTIVE'S BULLETIN is the vital new tool for top-level management. It compiles powerful up-to-the-minute solutions to the never-ending office problems that plague all executives.

In it you see new moneysaving programs in action. You learn how one company saved \$80,000 a year on its filing system. You discover new ways to cut overhead, schedule production, plan work flow, reduce fatigue, halt employee turnover, all with tested programs from the leading growth companies in America.

You see how other executives are solving the very same problems you face. Each issue of the Bulletin reviews actual cases of other companies effectively meeting problems of insubordination, salary disputes, repeated lateness, work distribution, personality conflicts, seasonal work-load problems, and other costly matters that greatly affect company profit.

Yet these are only a hint of the continuous flow of ideas that stream onto your desk twice each month to keep office production up and costs down. You'll find hundreds of tested and proven ideas - a vast total

of individual methods and their applications to select and apply to your own operation:

Scores of small and medium firms are now enjoying the tremendous advantages of Electronic Data Processing at little cost because the Bulletin shows them how.

Other Bulletin subscribers are reducing absenteeism to a minimum, getting top results from an exciting suggestion system, saving money on forms and systems and keeping all costs down.

So also can you - and much more besides. You can enjoy the rich fruits of this valuable twice-a-month Bulletin at a cost of just \$5 a month - much less than a day's pay for any worker in your office.

Just sign and return the enclosed card today. You'll receive the phenomenal new report, "HOW TO INCREASE OFFICE EFFICIENCY AND CUT COSTS," and you'll begin at once to profit from your introductory subscription to "EXECUTIVE'S BULLETIN."

Very truly yours,

A handwritten signature in cursive script, reading "David M. Atwood".

David M. Atwood

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SPECIAL REPORT SPOTLIGHTING 88 NEW WAYS TO BOOST EFFICIENCY—CUT COSTS

Please rush my copy of "HOW TO INCREASE OFFICE EFFICIENCY AND CUT COSTS," the great new 32-page study that pinpoints 88 tested techniques that immediately slash overhead and boost efficiency — and begin my introductory one-year subscription to EXECUTIVE'S BULLETIN, the valuable new tool for top-level management. It comes to me twice each month at the low tax-deductible rate of just \$5 a month, plus a few cents postage and handling.

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Signed.....

The Bureau of Business Practice
Waterford, Connecticut

We have reserved in your name the startling new report that has electrified the business world. To get your copy free of charge please sign and return this card today.

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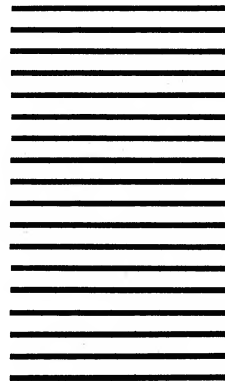
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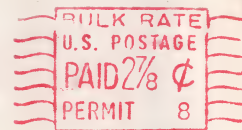
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